

Message Text

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PAGE 01 MEDELL 00053 211804Z

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SUBJ: UNIVERSITY POLL OF MEDELLIN PUBLIC OPINION INDICATES
LARGE LOPEZ LEAD AND DRASTIC ANAPO DECLINE

REF: MEDELLIN A-05

BEGIN SUMMARY: AN APPARENTLY IMPARTIAL AND SERIOUS PUBLIC
OPINION SOUNDING OF MEDELLIN VOTING INTENTIONS INDICATES
A SHARP RECONCENTRATION OF VOTING STENGHT IN THE TWO TRA-
DITIONAL PARTIES AND A DRASTIC DECLINE IN ANAPO SUPPORT.
THE LIBERALS BENEFIT SOMEWHAT MORE FROM THE ANAPO DECLINE
THAN THE CONSERVATIES. PROJECTED TO THE ANTIONAL LEVEL,
THE POLL RESULTS INDICATE A MASSIVE LOPEZ LEAD. THE CONSULATE
WILL REPORT ON FUTURE SOUNDINGS OF THE POLL. END SUMMARY.

1. THE MEDELLIN SCHOOL OF ADMINISTRATION AND FINANCE AND
TECHNOLOGICAL INSTITUTE (EAFIT) HAS RELEASED THE RESULTS
OF THE FIRST OF A SERIES OF FOUR PUBLIC OPINION POLLS CONCER-
NING THE VOTING INTENTIONS OF MEDELLIN CITIZENS IN THE FOR-
THCOMING NATIONAL ELECTIONS. EAFIT IS A PRIVATE BUSINESS
ADMINISTRATION AND TECHNICAL INSTITUTE SPONSORED BY ANTIO-
QUIN PRIVATE INDUSTRY, AND IT HAS NO KNOWN POLITICAL AXE
TO GRIND. THE CONSULATE HAS REVIEWED THE COMPOSITION OF THE
SAMPLE; IT IS DRAWN 15 PERCENT FROM UPPER INCOME GROUPS, 30
PERCENT MIDDLE GROUPS AND 55 PERCENT LOWER GROUPS. WHILE
THIS COMPOSITION FAVORS SOMEWHAT THE MIDDLE AND UPPER INCOME
UNCLASSIFIED

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PAGE 02 MEDELL 00053 211804Z

GROUPS, THE STATISTICAL SAMPLE SEEMS ESSENTIALLY VALID IN

PRINCIPLE, IF IT WAS CORRECTLY EXECUTED. THE TEST INTER-VIEWS OF 1,513 MEDELLIN CITIZENS WERE CONDUCTED JANUARY 31-FEB. 2. ADDITIONAL POO SOUNDINGS WILL BE MADE FEB. 21, MARCH 13 AND APRIL 7.

2. THE RESULTS OF THE FIRST POLL ARE AS FOLLOW: (A) OF THE SAMPLE UNIVERSE (1,513) 54 PERCENT INDICATED THEIR INTENTION TO VOTE. ALTHOUGH SOME FALL OFF CANBE EXPECTED FROM THOSE CURRENTLY EXPRESSING GOOD INTENTION TO VOTE, THE 54 PERCENT FIGURE COMPARED FAVORABLY WITH PAST ELECTORAL PERFORMANCE IN MEDELLIN; THE HIGHEST VOTING PARTICIPATION IN MEDELLIN AS A PERCENTAGE OF THOSE OF VOTING AGE WAS 43 PERCENT IN 1958. (B) OF THOSE INTENDING TO VOTE AND EXPRESSING A CHOICE, 47.1 PERCENT FAVOR LOPEZ; 37.8 PERCENT ARE FOR GOMEZ; 12.0 PERCENT FOR ROJAS DE MORENO; AND 3.1 PERCENT FOR ECHEVERRY (UNO).

3. THE POLL RESULTS SUGGEST AN EXTREMELY IMPORTANT RECONCENTRATION OF VOTING STRENGHT IN THE TWO TRADITIONAL PARTIES AND THE VIRTUAL ELIMINATION OF ANAPO AS A SIGNIFICANT POLITICAL FORCE IN MEDELLIN. OVER THE PAST FOUR ELECTIONS IN MEDELLIN SINCE 1966, LIBERAL AVERAGED 38.7 PERCENT OF THE TOTAL VOTE, CONSERVATIVES 30.6 PERCENT AND ANAPO 28.8 PERCENT. THE PEAK ANAPO YEAR WAS 1970 WHEN IT ACHIEVED 43.1 PERCENT OF MEDELLIN VOTE, DROPPING TO 22.9 PERCENT IN 1972. THE POLL RESULTS INDICATE A FURTHER AND ACCELERATED DROP IN ANAPO STRENGHT TO BELOW 1964 LEVELS.

4. WHILE BOTH THE LIBERAL AND CONSERVATIVES ARE SHOWN TO BENEFIT SUBSTATIALLY BY THE ANAPO DECLINE, THE LIBERALS HAVE SOMEWHAT THE BEST OF IT, INCREASING THEIR PERCENTAGE MARING OVER THE CONSERVATIVES FROM 8.1 PERCENT (AVERAGE MARGIN 1966-72) TO 9.3 PERCENT IN THE POLL. THE POLL APPLIES ONLY TO MEDELLIN, AND THE CONSERVATIVE STRENGTH IN THE REST OF ANTIOQUIA SHOULD STILL BE SUFFICIENT TO MAKE THE DEPARTMENTAL CONTEST BETWEEN COSERVATIVES AND LIBERALS CLOSE.

5. IT IS AN INTERESTING QTE GAME END QTE TO PROJECT THE POLL PERCENTAGE TO HE NATIONAL SCENE. DOING SO WOULD YIELD THE FOLLOWING (BASED ON AN ASSUMPTION OF 4.9 MILLIONVOTES):
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PAGE 03 MEDELL 00053 211804Z

LOPEZ 2.3 MILLION; GOMEZ 1.8 MILLION; ROJAS DE MORENO 588 THOUSAND; ECHEVERRI 152 THOUSAND.

6. HOWEVER, HISTORICALLY MEDELLIN VOTING HAS DIFFERED CONSISTENTLY AND SHARPLY FROM NATIONAL AVERAGES: OVER THE PAST FOUR ELECTIONS SINCE 1966 THE MEDELLIN LIBERAL VOTE HAS AVERAGED 7.4 POINTS UNDER THE NATIONAL LIBERAL VOTE PERCENTAGE (38.7 PERCENT TO 46.1 PERCENT); THE CONSERVATIVE MEDE-

LLIN VOTE HAS BEEN 0.5 POINTS OVER THE NATIONAL CONSERVATIVE AVERAGE (30.6 TO 30.1 PERCENT); THE ANAPO MEDELLIN VOTE 6.5 POINTS ABOVE THE NATIONAL ANAPO AVERAGE (28.8 TO 22.3 PERCENT); AND OTHER PARTIES 0.3 POINTS BELOW THE NATIONAL AVERAGE FOR OTHER (2.5 PERCENT TO 2.8 PERCENT). IF THE SAME TENDENCY WERE TO PREVAIL IN 1974 I.E. ADJUSTING THE MEDELLIN POLL PERCENTAGES TO ACCORD WITH PAST VARIANCE FROM THE NATIONAL VOTE, THE NATIONAL VOTE PROJECTION BASED ON THE POLL'S FINDINGS WOULD BE: LOPEZ 54.5 PERCENT OR 2.7 MILLION VOTES; GOMEZ 37.3 PERCENT OR 1.8 MILLION; ROJAS DE MORENO 5.5 PERCENT OR 270 THOUSAND; AND ECHEVERRI 3.4 PERCENT OR 167 THOUSAND.

7. OBVIOUSLY, PLLS CAN BE NOTORIOUSLY INACCURATE, AND GIVEN THE STATE OF THE ART HERE IT WOULD BE A MISTAKE TO PLACE TOO MUCH EMPHASIS ON THEIR RESULTS. NEVERTHESS, THIS POLL SEEMS RESPONSIBLE AND IMPARTIAL , AND THE CONSULATE WILL BE WATCHING CLOSELY FUTURE POLL SOUNDINGS.
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